

Imagery 2.0 –you are here and there

A brief introduction to social photo
and video

A few thoughts

Millions of photos and video clips are loaded to the social sharing sites every day

Some of the photos are carefully edited and curated

Many of the photos are taken quickly and randomly

Most don't even get viewed by more than a handful of people

But we continue to add to this vast collection by the second for many different reasons



The social web makes it so easy to share our daily lives with many or a few

- Mobile platforms and thousands of applications
- Direct uploading
- Easy sharing across multiple sites
- Access control
- User added value – location, tags
- Easily searchable by user/topic/location/date/time



instagram, orange, nasturtium, iPhone, fall, colorized, iphonesia, my ordinary life, Seattle

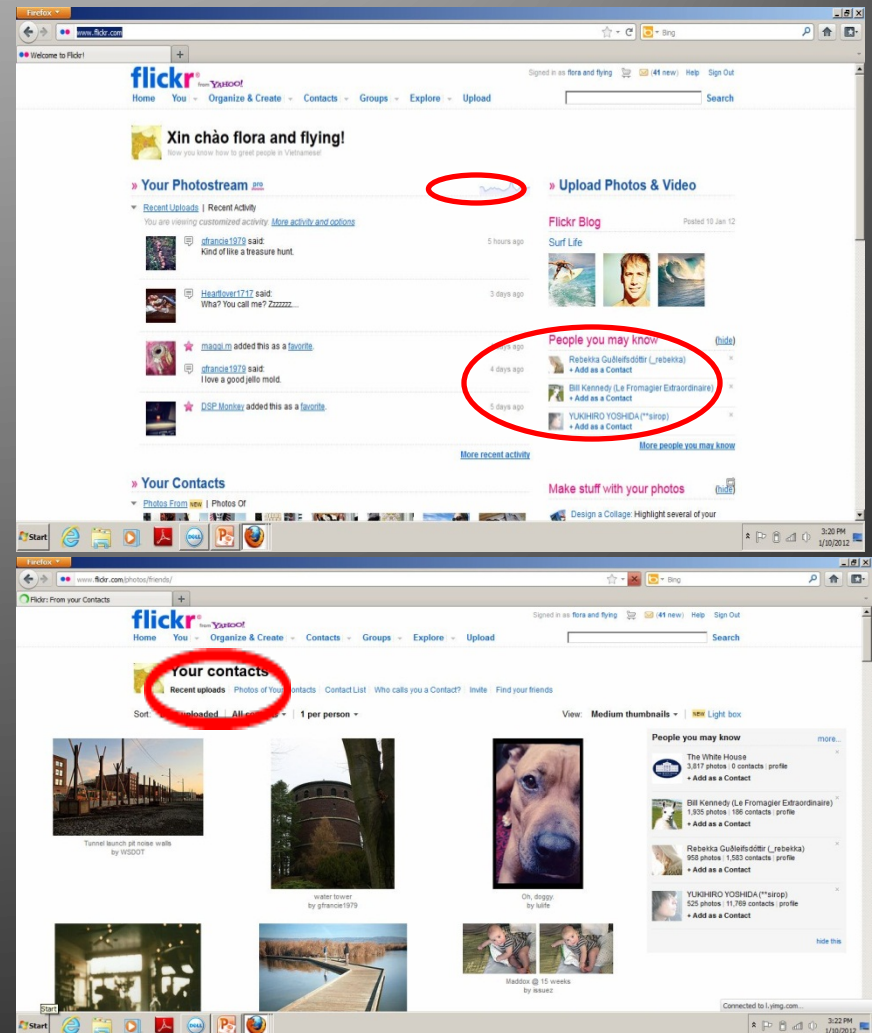
There are a lot of photo sharing sites out there



- Some provide archive capability, some allow linking or cross publishing
- Some have third party development sites and applications
- Many allow for advanced editing
- Many allow for sharing and commenting
- Many are free for low volume use
- Many produce value added products – albums, cards and prints from some of these sites
- Some are platform specific
- Always read the Terms of Service

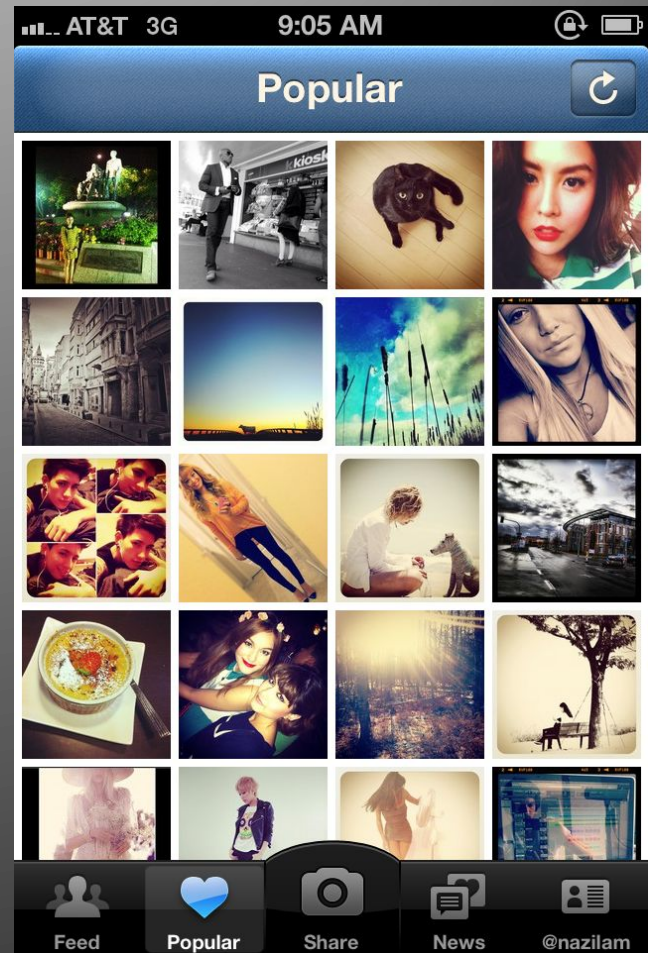
Flickr - sharing/archiving/collaborating

- Flickr – social site in that you can make your images and videos available to others for viewing
- Free or Paid service
- If public, anyone can comment on your work
- Flickr creates groups/pools/contests for enthusiastic photo enthusiasts
- Images are searchable on search engines by key words, user name
- API available for developers to create applications that use your flickr stream
- Flickr's explore – algorithm picks most interesting photos and posts them by day or month
- Creative Commons licensing of photos
- Partnership with Getty Images

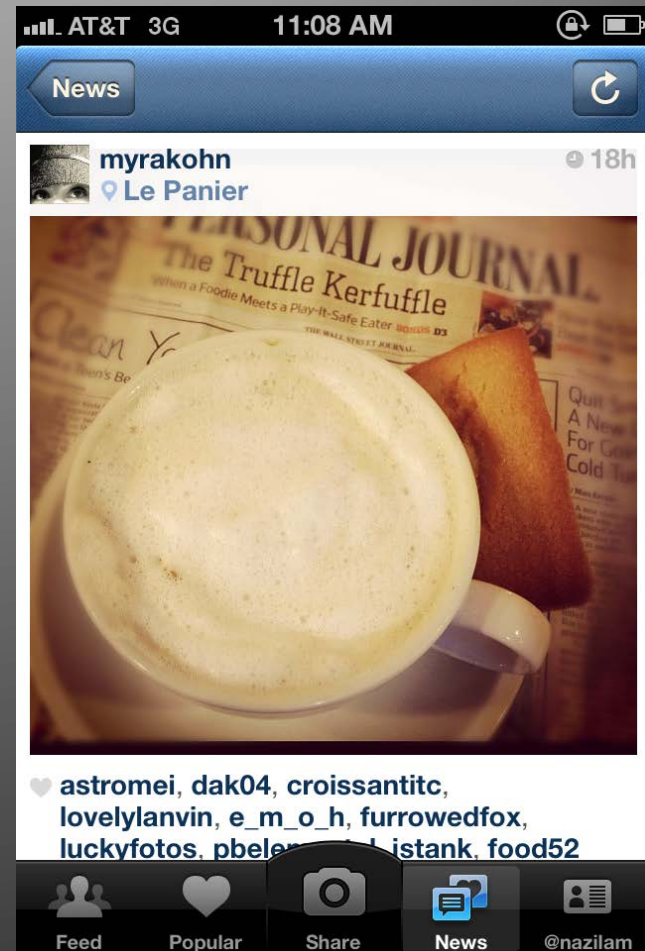


Instagr.am

- Free, iPhone only
- Creates nostalgic photos – retro filters and film
- Photos are easily filtered, tagged, searchable, can be posted to varying platforms including posterous
- Capability to do social searches for followers, can follow, but not necessarily be followed back – one to many
- 3rd party development - mostly for desktop and tablet viewing



Meet Myra, an avid photographer



Vimeo

- Upload user generated content, share and view videos (differs from Youtube)
- Free for some, commercial use has fee
- HD is available
- Used by artists, musicians
- Corporate channels exist
- Can be shared or embedded
- Mobile uploads possible



Use Cases

WHAT? Current and Breaking news – Documenting conflicts

WHO? Avid news junkies, bystanders, news organizations

User generated content where telephone access is blocked, geolocation of photos very useful for conflict reporting

Direct upload from video platforms to news sites

Weather channel social – upload to Facebook weather imagery/storm video

WHAT? Flickr as an official Channel/Brand Image distribution portal

WHO? Institutions – Museums/Archives/Municipalities for everyone including individuals and researcher institutions

Official method of disseminating archival photographs and press photos

WHAT? Social media data harvesting for environmental events – model validation in real time/or post-event analysis

WHO? Concerned individuals, scientists, first responders

Providing feedback before first responders arrive, rapid assessment

Crisis response mobile apps – oil spill reporter, Project NOAH, citizen engagement

Brand marketing – Brand Channels on Vimeo, Instragram, photo contests

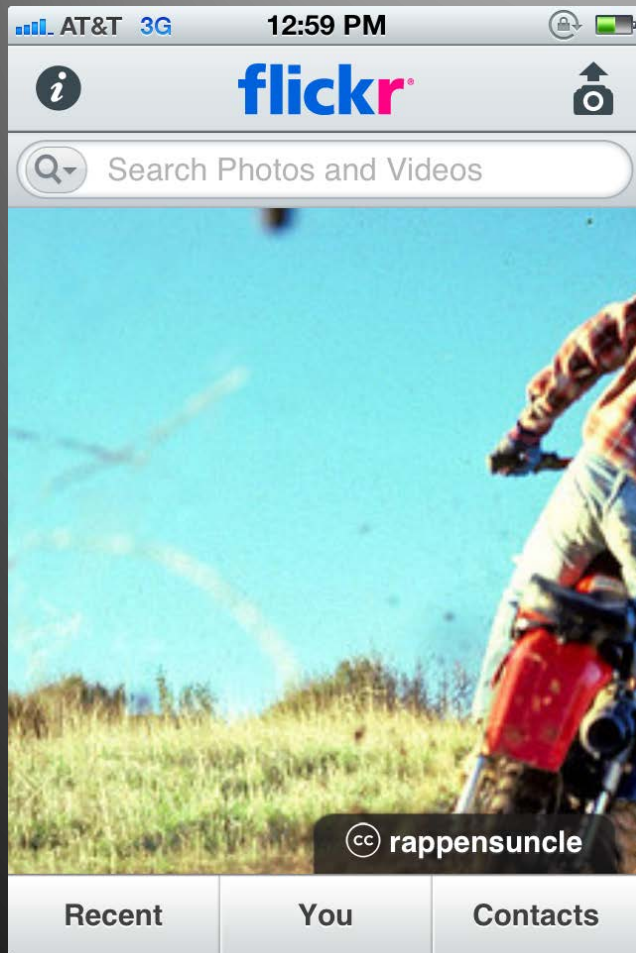
Citizen Journalism – photojournalism – storify.org

Flickr 101 – from mobile to web



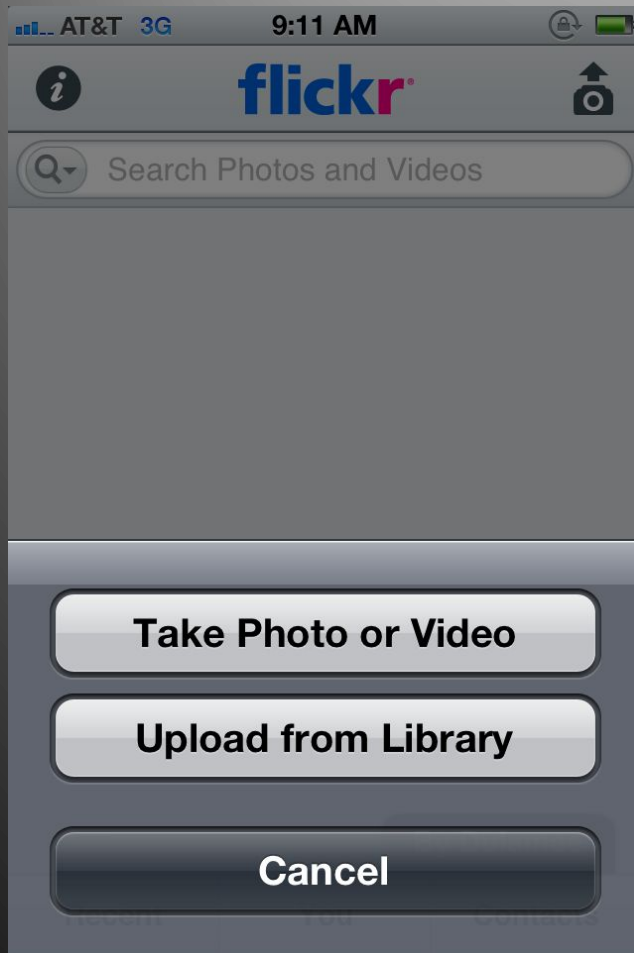
- Requires Yahoo ID
- May require going to flickr web page to set permission access and optional personal information
- Download app from Android or Iphone App Store
- Install onto mobile device

Now what?

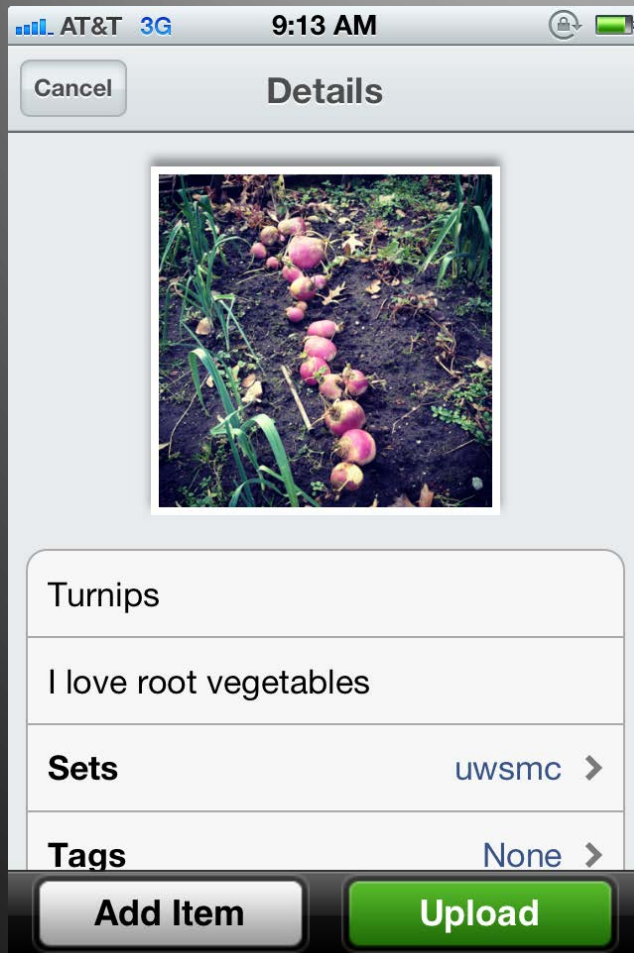


- Once installed, log in to app
- Search photos and videos for key words
- See what others have been uploading
- Upload your own images

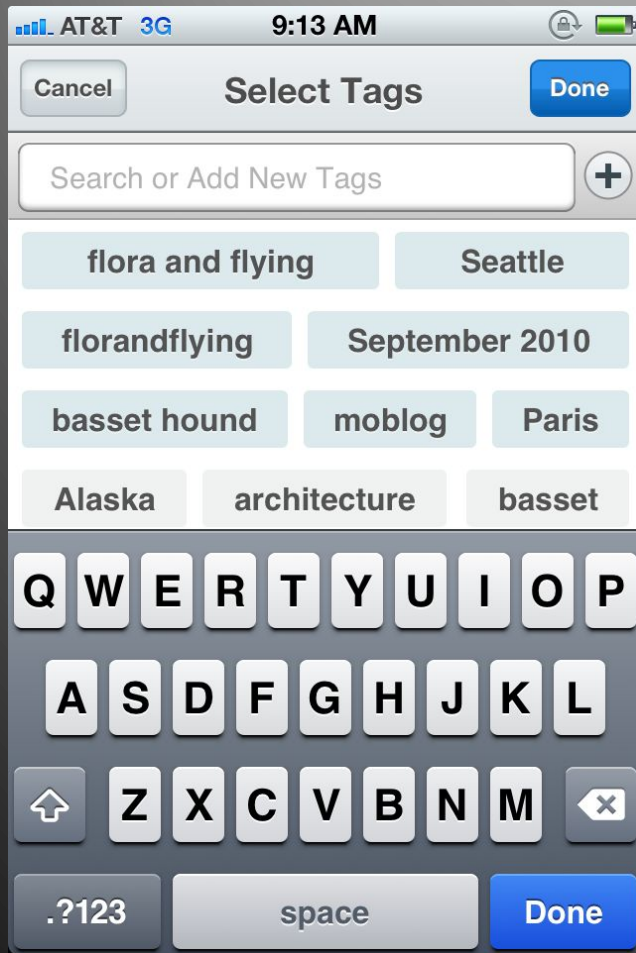
Uploading images/video



- Real time uploading as well as uploading from library
- Can turn on location services – in settings

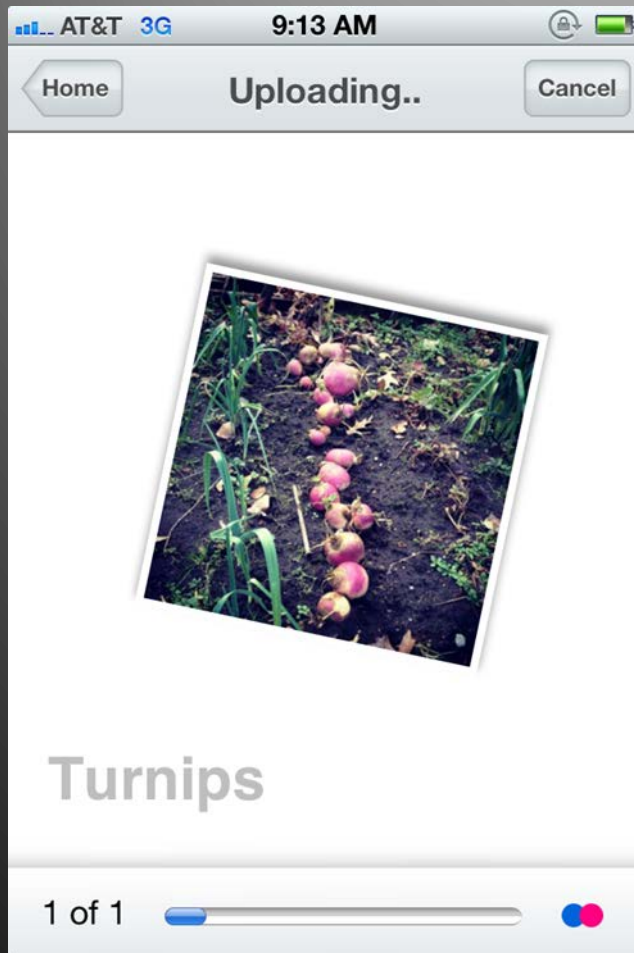


- Add information to each photo, change titles, add key words for searches
- Place photo in sets
- Tag photos
- Restrict access control
- Geolocate photos



- Add information to each photo, change titles, add key words for searches
- Tags can be really specific
- Tags can be selected from commonly used tag set
- Can be really buggy
- User can edit tags later, but easier to do on web than on mobile device

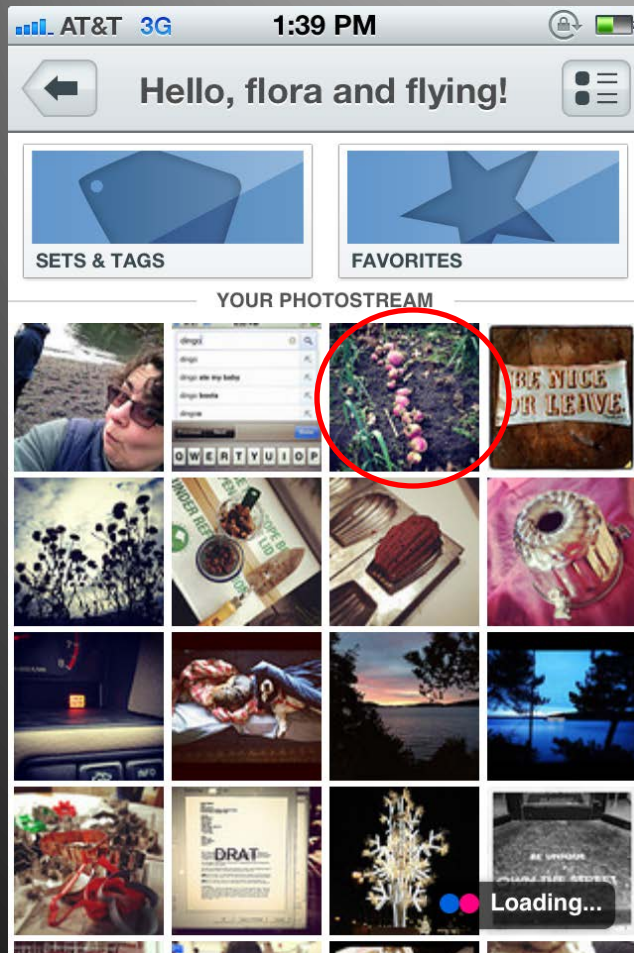
Uploading is visual

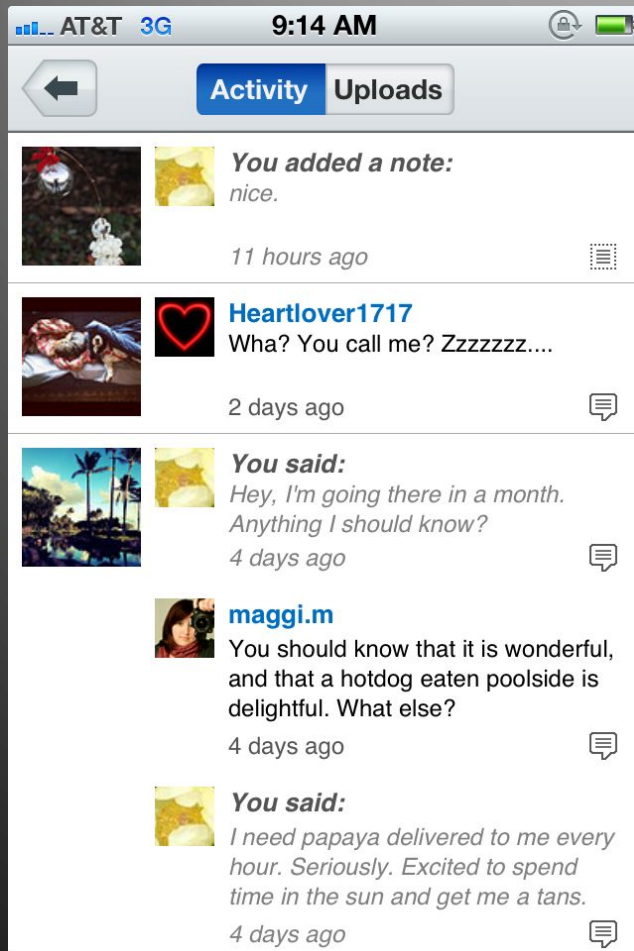


- Can watch uploading take place, flickr app only supports uploading one photo at a time
- Other 3rd party apps allow for selecting more than one photo, great if you are planning on putting up a lot of photos

Double checking

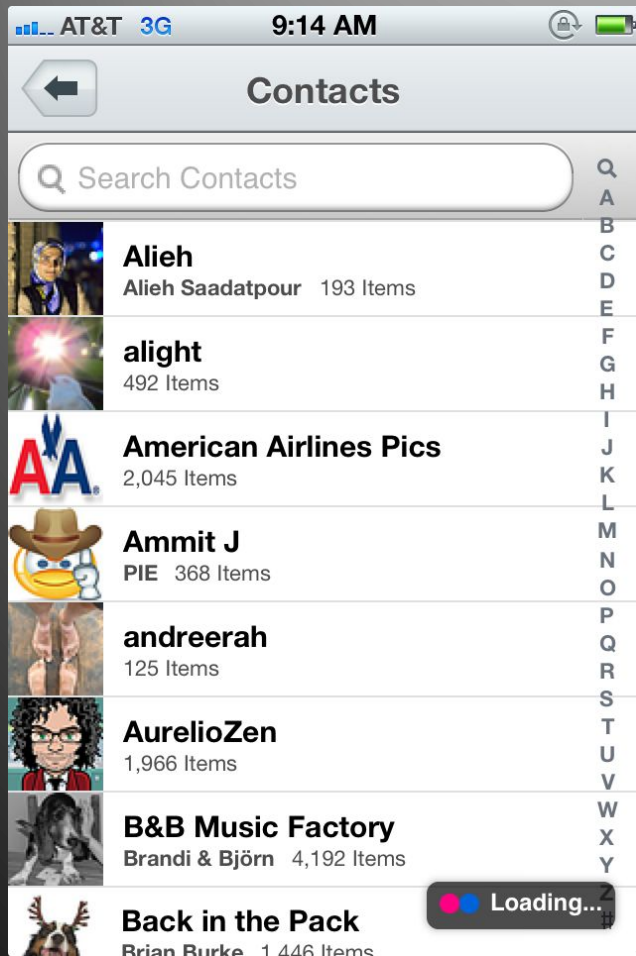
- Check to see if photo is in in photo stream





- Flickr mobile allows you to check activity and comments – sometimes lags behind web client

Some caveats



- Much of the same functionality in mobile app as the flickr web page, but can be cumbersome to navigate
- Suggest using 3rd party apps or web page for relationship management or changing permissions

Conclusions

- There are a lot of social image sharing applications available to make it easy all to share images, emotions and events
- Users should their own judgment as to what is appropriate for which audience
- Real time image uploading with geolocation empowers citizens to document global events
- Fills in gaps where typical media is not available